



IT PAYS TO HAVE
**good
water**
IN YOUR RESTAURANT



WATER CONDITIONING

HELPS TO BUILD BUSINESS • CUTS OVERHEAD • PAYS FOR ITSELF

clear, soft water

the simple answer to many restaurant problems



VEGETABLES LOOK AND TASTE DELICIOUS

Soft water cooking keeps vegetables looking fresh and appetizing. This is especially true of peas, beans and asparagus. Frequently they cook in less time, thus preserving all nutritional value and delicious flavor.

There is no commodity in the modern restaurant which is used in greater volume or is more important than water. It is served with meals. Foods are cooked in it. Coffee and tea are brewed with it. Dishes and cooking utensils are washed with it. It is used for scores of clean-up jobs in both kitchen and dining area.

Unfortunately, the natural water supply in two-thirds of the country is hard. Such water wastes money, time and labor in restaurants. Whether you operate a drugstore counter, a tearoom, a cafeteria or a very large restaurant, you can cut costs—save time and actually attract customers by availing yourself of the many benefits of soft, clear water.

Dishwashing must be done quickly, economically and in accordance with sanitary codes. Most of all, dishes, glasses and silver must look sparkling clean. No matter how efficient your washing machine or how good your washing compound, when you have calcium (lime) and magnesium in the water you are using, everything dries spotty.

Many sanitary codes forbid toweling. Even if they don't, hand polishing at today's labor rates is an expensive waste of time and money. Permutit conditioned water is soft. It washes clean, leaves no unsanitary, ugly-looking streaks—and you cut the use of washing compounds substantially.

Dishwashing Machines Hard water causes the fine holes and small crevices in washers to fill up with "lime". Eventually this necessitates repairs or even replacement. Soft water prevents this expensive "liming". Many leading washer manufacturers recommend the use of soft water with their machines for best service and long life.

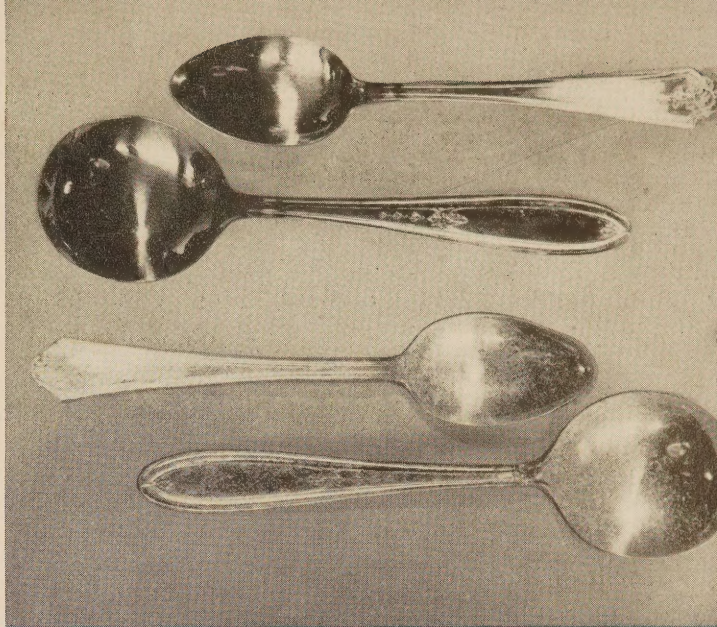
Cleaning Jobs Soft water cleans floors, table tops, windows and woodwork quickly and easily. They stay clean longer because there is no film to attract and hold dirt.

See in the photographs the many other ways Permutit soft water pays for itself and improves service at the same time.



GLASSES AND DISHES DRY TO A SPARKLE

The glass at left was washed and rinsed in hard water, the one at right in Permutit soft water. Neither was polished. See how hard water has filmed one glass, while the clean sparkle of the other speaks of a clean, sanitary restaurant.

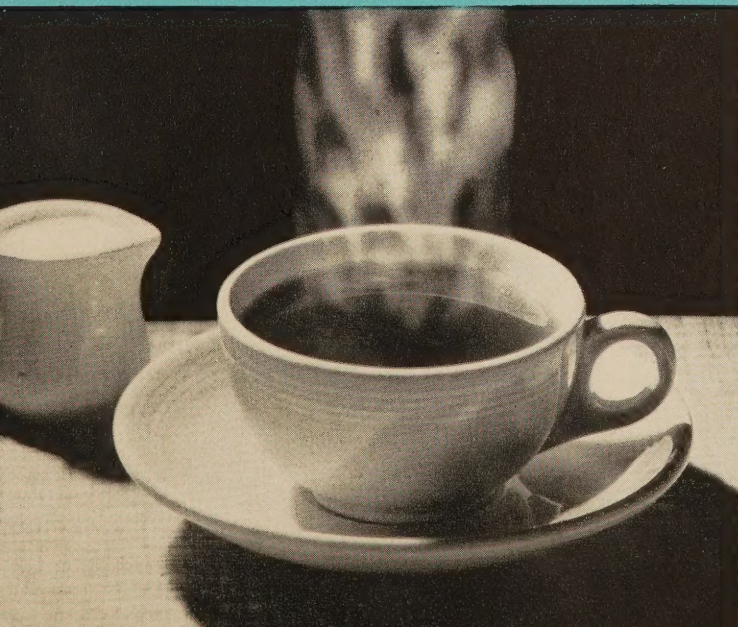


SILVER GLEAMS WITHOUT POLISHING

Silver, washed and rinsed in soft water, gleams without polishing (see top picture). There are no spots or streaks to dull its lustre (see lower picture of spoons washed in hard water).

EXCELLENT COFFEE AT LESS COST PER CUP

Good coffee is a restaurant's very valuable asset. Soft water brings out all the delicious coffee goodness. You can make the best in town with Permutit soft water and use less coffee per cup. Keeps scale out of urns, too.



NO MORE SCALED PIPE—NO MORE COSTLY REPAIRS

Hard water scale can cost you money in repairs for water heaters, coffee urns, air conditioning system and all pipes carrying hot water. It increases fuel costs, too. Soft water leaves no scale — removes that already present.





THE REVOLUTIONARY NEW

PERMUTIT

Electro-Matic

WATER SOFTENER

**gives you clear, soft water
for every use**

Permutit, the company which instituted the science of water conditioning 37 years ago, has used all of its knowledge and experience to your advantage in producing the Electro-Matic, newest in a long line of fine water conditioners. Like all well designed equipment, the Electro-Matic is the essence of simplicity. While it is electrically activated, there is no motor, no gears—no working parts to wear out. Made of top quality steel, it is lined for corrosion resistance and finished in white enamel, baked on for years of service.

The single tank is filled with a substance known as Permutit "Q"—newest development in high-capacity water softening materials. As hard water from the incoming supply line passes through this substance, all the hardening elements are instantly removed. Then water flows on to service softened, tailor-made to save you time, work and money.

Water is softened before it enters your boiler. Hence it prevents formation of clogging, rock-like hard water scale which can cause replacement of tubes and other parts.

Best of all, the Electro-Matic water softener costs 40% less than previous comparable models—and savings pay for it. Low-cost—high quality—it's a "natural" for restaurants.

- **IT'S AUTOMATIC**
- **COSTS 40% LESS THAN PREVIOUS COMPARABLE MODELS**
- **FITS IN SMALL SPACE—ONLY 9" DIAMETER, 47" HIGH**
- **EASILY INSTALLED**
- **MADE BY THE ORIGINATOR OF WATER CONDITIONING**



Pour in salt



Turn a switch

IT'S A MIRACLE OF OPERATING EASE

All water softeners need to be "regenerated" periodically to remove the lime and magnesium that they have taken out of the water. To do this, a brine solution is passed through. In the Permutit Electro-Matic, "regenerating" is easier than defrosting a refrigerator. Salt is poured in at the

top from a handy container and one switch is turned. That's all—it's *automatic*. No valves to twist—no complicated instructions to remember. It takes only a minute and anyone can do it. Only Permutit offers this unique method of simple, time-saving operation.



If water tastes or smells bad

PERMUTIT

ACTIVATED CARBON PURIFIER

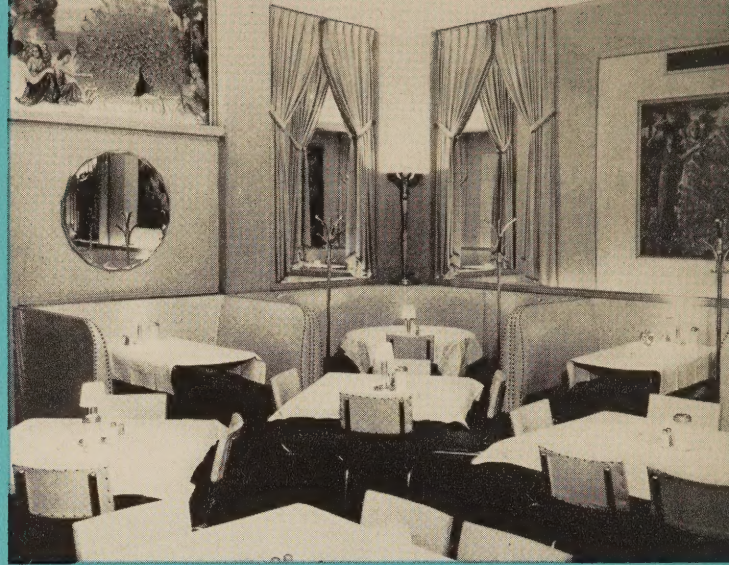
removes taste and odor

The small unit shown in picture at left contains a substance known as Carbo-Dur, an exclusive Permutit product. As water passes through this substance, bad taste and odor are removed. All the water you use is continuously treated. This simple appliance will correct the annoying effects of over-chlorination or the fishy or marshy taste and odors which afflict some water supplies.

When water has a high iron content, affecting taste, or when hydrogen sulphide (rotten egg odor) is present, another type of unit similar to the one shown, but using Permutit manganese zeolite, is recommended.

PERMUTIT CORRECTS ANY WATER PROBLEM

Thousands of restaurants
enjoy the benefits of
PERMUTIT
conditioned water . . .



Nick Yanko's Champagne Room, Akron, Ohio



Benky's Restaurant, University Heights, Ohio



Tick Tock Tea Room, Hollywood, California



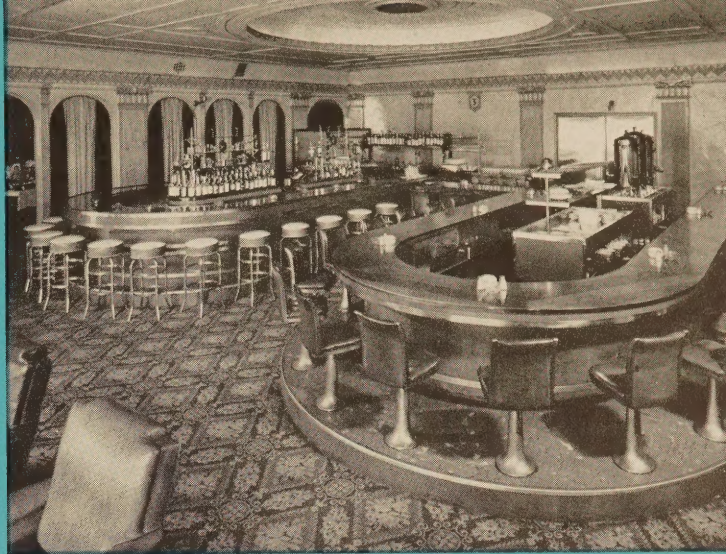
Iacomini's Restaurant, Akron, Ohio



Cramer Restaurant, Flint, Michigan



Nystrom's Restaurant, Paramus, New Jersey



Southern Tavern, Cleveland, Ohio

Read what they say . . .

"After considerable investigation, we decided to buy a Permutit automatic softener. First, because the automatic feature removed the human element of possible error in regeneration, and second, because we are all too busy to spend time regenerating a manual softener.

"We have noticed quite a saving of soap in the kitchen. The vegetables cooked in soft water have a better flavor and they retain more of their natural color. We even found that we could reduce the amount of coffee and tea and still retain the same high quality beverage.

"The appearance of our glassware at the bar was wonderfully improved by the use of soft water. Even the ice cubes made of Permutit softened water are clear.

"We can highly recommend a Permutit to anyone."

**NICK YANKO'S BUBBLE BAR AND
BEAUTIFUL CHAMPAGNE ROOM**
Akron, Ohio

"We would like to take this opportunity to tell you of the wonderful results we are having with our Automatic Permutit Water Softener.

"After the installation our employees immediately commented on how they enjoyed using the water in our kitchen for cleaning, cooking and dishwashing.

"We believe a Permutit will pay for itself in soap savings alone. We notice a big difference in the flavor of tea, coffee and vegetables cooked in it, as well as the improvement in our dishes and glassware which have that extra-added sparkle.

"One of the biggest surprises we had was the amount of scale and rust that came out of our boiler after using Permutit soft water for a short while.

"We are very happy with the fine results we are getting and we recommend your Permutit Water Softener very highly."

IACOMINI'S, INC.
Akron, Ohio

"After 12 years of service and savings, Permutit ranks as a 'must' equipment in our kitchens.

"We save money every day in the use of washing and cleaning compounds. Since the Permutit went into action, the consumption of washing powder has been cut in half.

"Our kitchen staffs report that they now save time and do a better job of washing tableware and kitchenware with Permutit-softened water.

"Plumbing maintenance has been held to a minimum since Permutit went into the Tick Tocks, and there has been no deterioration in kitchen equipment from hard water deposits.

"We are now able to serve tea and coffee with a better flavor since we began to use Permutit-treated water.

TICK TOCK TEA ROOM
Hollywood, California

"We are happy to tell you that your Permutit water softener has been in use in our restaurant since 1939 and have given us excellent, trouble-free service. We also want to say that without soft water, our dishwashing problem would never have been solved. In addition, we have found our coffee has a better flavor and that it requires less to make it than with hard water. We have a deep well, the water from which tests 18 grains hardness, and prior to the installation of the Permutit water softener we suffered from operating problems which, over a period of time, I am sure, would seriously have affected our business."

NYSTROM'S RESTAURANT
Paramus, N. J.

Want to see **SOFT WATER** in action?



You can try Permutit conditioned water

RIGHT IN YOUR OWN RESTAURANT

Free of charge

➡ AT NO OBLIGATION

Don't take our word for soft water's many money-saving benefits. See for yourself what it means to you in your own restaurant. Wash dishes and glassware in it. See how they gleam with no polishing. Note how little washing compound you need. Taste soft water coffee just once — you'll want it always. Cook vege-



tables in it and note their fresh appearance and flavor. Try it on some tough cleaning jobs — floors, table tops, windows, woodwork. All this will cost you not a penny. What can you lose? Just call or write The Permutit Company. Stop paying hard water's high cost now.

PERMUTIT

THE MOST RESPECTED NAME IN WATER CONDITIONING

In the 37 years since instituting the science of water conditioning, Permutit has earned the respect it now enjoys by producing the finest in water conditioning at a fair price. The tens of thousands of Permutit owners in industries, residences and commercial establishments, know they can rely on Permutit water conditioning to save them money, improve the products they sell and the services they offer. There is no substitute for experience and Permutit has it.

Before any Permutit water conditioning equipment is sold, a complete analysis of the water supply is furnished free. There is no hit or miss in Permutit recommendations. You can be sure that when you choose Permutit your water conditioning job will be done right and economically.

THE PERMUTIT COMPANY • 330 WEST 42nd STREET • NEW YORK 18, N. Y.